

MEMORANDUM

To: Area-Wide Task Force Members and Ex-officio Members
From: Sarah Hubbard-Gray, Hubbard Gray Consulting
Date: February 5, 2003
Subject: Area-Wide Public Involvement (PI) Proposal

At the January 16, 2002 Area-Wide Task Force (TF) meeting it was decided that the TF Co-Chairs would work with the consultant team to develop a public involvement approach that will interface with the TF process. As the public involvement lead for the consultant team, I developed a public involvement strategy that I felt would effectively dovetail with the TF process, and presented and discussed the proposal with the TF Co-Chairs. The TF Co-Chairs indicated support for the following public involvement strategy. Please review this suggested approach and email your comments to me (shgray@qwest.net) and Jennifer Tice (jennifer.tice@ross-assoc.com) by February 21, 2003. The TF comments and approach will then be discussed at the March 6, 2003 TF meeting.

Objectives for Public Involvement (PI) effort:

- Provide an opportunity for other stakeholders and interested parties to review TF preliminary recommendations/proposals/options and provide comments before TF finalizes recommendations.
- Provide TF with opinions and perspectives of other stakeholders and interested parties before finalizing recommendations; use the PI efforts to assist TF make final decisions.

Information needed for PI effort:

- Summary of Area-Wide issues and concerns for project context, TF preliminary recommendations and/or recommendation options being considered, and questions that the TF would like input on from stakeholders and interested parties to help them finalize their recommendations.
- TF comments on draft PI documents.
- Input from TF on their preferred level of involvement in the PI effort. TF can choose to be more or less involved in the PI effort. If TF members are more actively involved this may help build trust within stakeholders/public that their comments will be considered.

Proposed PI effort elements:

- Develop and distribute a document (that looks similar to a multi-page newsletter) that summarizes the Area-Wide project, reviews the identified issues and concerns, and describes the TF preliminary recommendations for each category area. Also, develop a questionnaire that piggybacks with the project document and asks questions relating to the preliminary recommendations and asks for suggestions relating to implementation of the recommendations.

This document and questionnaire packet can be distributed in various ways, including:

- through TF stakeholder/constituency groups;
- via requests from email notices and/or post cards that are distributed to various stakeholder/target groups that describe the project, explains that packets are available, and explains how to get the packets; and,
- via web page notices with links to packet downloads.

Note: An additional notification and distribution method that could be used is to place simple ads in local newspapers that briefly describe the project, explain that packets describing the TF preliminary recommendations are available for public review and comment, and explain how to get the packets (similar to the post cards mentioned above that would be mailed to stakeholder group members).

- Develop a presentation that complements the packets described above. Request TF to offer to give presentations and distribute packets at their stakeholder group meetings, community groups, and/or agencies. Ask them to solicit feedback through the packet questionnaires.
- Follow-up with stakeholders interviewed at beginning of project and others that have indicated an interest in reviewing information. Send them a letter with the packets and questionnaire and ask for their review and comment. Offer to conduct an interview with them to gather their comments on the questions.
- Focus group meetings (e.g., environmental health departments, day cares, health risk experts, Vashon Island representatives). Utilize the presentation and packets described above for these meetings. Include TF in meetings if interested.

Roles and responsibilities:

- Project Team – Sarah Hubbard-Gray to lead and develop PI packets, questionnaires, presentations, etc.; technical consultant team to assist in developing information; and, agency assistance with reviews and notifications.
- Task Force – TF co-chairs to work with consultant team to develop PI strategy, TF members to review and comment on PI documents/products developed, provide suggestions on stakeholder and community groups to distribute information and involve in focus group meetings, and, possibly assist with presentations.

Thank you for taking the time to review this proposed strategy. I look forward to getting your comments and working with you on the development and implementation of the public involvement efforts. If you have questions, please call me at 509-465-9410.